COOKIES ON OUR SITE

Navigation data

This website implicitly acquires, using Internet communications protocols, for and in the course of its normal operations, some personal data on the users who access the site, like IP address, domain names of the computers used for access, MAC addresses assigned by network and wireless card manufacturers, etc.

This information is not collected for the purpose of identifying users, but this could be done by associations and processing, including cross-referencing with third-party data; statistical information is obtained from this data on site usage and operations and further information in cases of establishing responsibility related to computer crimes.

What are cookies?

Cookies are small text strings that the websites visited by a user install on the user's terminal; these strings are then re-transmitted to the site that installed them upon further visits by the user. When the user also receives cookies sent by other sites or web servers during site navigation, those cookies are called third-party cookies.

Cookies are installed for various purposes, possibly including the performance of computer authentications, navigation session monitoring, and language choice.

First-party cookies and third-party cookies

The cookies that are installed directly by Hotel La Marmolada are called 'First-party cookies', and the cookies that are installed and acquired by a site other than the one the user is navigating are called 'Third-party cookies'.

Third-party cookies may include social media buttons (or social media plug-ins), which allow the site to interact with the most popular social media sites, such as Facebook, Instagram, LinkedIn, Twitter, etc., or Google Analytics cookies, which are necessary to implement YouTube iframes, etc. As regards third-party cookies, it is the responsibility of the third parties installing those cookies to provide statements and information on the handling of the data collected.

Types of cookies

Technical cookies

These are normally installed directly by the site administrators and are cookies that allow communications between the site and the user. They can also be called "navigation cookies", "session cookies", "essential cookies" or "necessary cookies" and are designed to ensure normal navigation and use of the site and usually last as long as the site is being navigated.

As these cookies are necessary for the functioning of the site, it is not necessary to obtain prior consent for their installation on the user's terminal.

Functionality Cookies

These cookies provide the user with advanced functionalities and customizations, and they also remember the preferences indicated by the user during previous visits, or the user modifications performed during previous visits in order to customize the site. The cookies that fall under this category, for example, allow the user to choose a language or save the selected products in the cart.

Performance Cookies

These "performance cookies" are also known as "analytical cookies", and they provide an analysis of how the user uses the site in order to improve the navigation experience and resolve issues related to navigation.

These cookies, for example, allow counting visits and tracking traffic sources or the most viewed pages.

Profiling cookies

They can also be called "advertising cookies" and are used to track a user's preference and offer him/her advertising messages based on those preferences.

First access banner

In the event cookies other than technical cookies are used, the Act of 8 May 2014 by the Garante Privacy and the Guidelines of the Garante Privacy of 26 November 2020 require the site to provide a banner when a user first accesses the site (called a short notice) that summarises information on the processing methods the site uses for cookies. The banner must refer to the privacy policy in full and must provide a request for consent to the installation of the cookies, even by way of granular selection.

Hotel La Marmolada has provided this banner. It has also provided a specific cookie that records the user's choice regarding cookie installation; this means that the user (once given the consent) will see the cookie only one time, and if he/she should later wish to change the choice made, he/she can do this from the link for the cookies management.